

TOWNSAND TOWNS: VETERAN'S VIEWS

Some Interesting Thoughts on
Twentieth Century Town and
City Building Methods.

THE QUICK AND THE DEAD

Best Way to Start and Keep In-
dustries—Helping Hand
Stretched Forth.

BY F. H. LA BATHIE,
Industrial Agent Norfolk and Western
Railway.

Villages, towns and cities are very much like individuals in their makeup. Some of them are energetic, progressive, wide-awake to every opportunity, and attractive from every point of view. Others are frequently indifferent to their own advancement, slowly in their general appearance and after from progressive when it comes to matters of public welfare and civic development.

Some twenty years ago I was identified with one of the large Western railroads, and during a certain period of its construction of branch lines, it happened that one of the new towns was laid out at a point where the particular line crossed a river on a large and expensive steel bridge. The promoters of this town, company after company, control of several hundred acres of land, commenced subdividing and erecting of buildings. An auction sale of lots was immediately held and about half the entire town site was sold. It was in the heart of a virgin agricultural territory with fine prospects and the town called up with startling rapidity.

The promoters of this particular town, however, were a group of men who believed in squeezing out every last cent of profit without giving anything more than they were entitled to in return. They, through their influence, blocked every effort for improved facilities, including water, fire protection, parks, etc. The citizens got together in joint conference. They found they could secure a fairly attractive situation on the opposite side of the river owned by a farmer, and containing some eight hundred acres. They purchased this property at a very low price, and before the promoters of the original town could change their minds, they were moving their buildings and equipment across the river on flat boats to the new town. This town had a population of over twenty thousand people.

I mention this incident because it portrays at once the wrong kind and the right kind of civic spirit. There are thousands of towns throughout the United States that have made more than doubly attractive to their progressive young men and public spirited citizens would get together and put through a campaign for municipal improvement in spite of the adverse criticism and the continued opposition of a few old-fashioned, prejudiced, narrow-minded men who seem to exert an undue influence in their town.

The Quick and the Dead.
There are only two kinds of towns. Live towns and dead towns, and any nation can tell in the least capacity for observation. A town in which the category of the quick is the dominant one, it should be classified as a live town. A live town is peopled with live, wide-awake, energetic, progressive citizens who are not content with the status quo, but are constantly striving to improve their town. Their homes are neat and attractive. Their streets are well paved and the lawns and flower beds are well kept. A live town is well lighted and is attractive both day and night. Its store windows are bright and polished, and you don't find windows and interiors covered with dirt.

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ly speaks. Trash and garbage are put in receptacles and covered up, and there are frequently taken away and emptied. A live town welcomes the newcomer, greets him with a hearty welcome, and assists him to find a location that will suit him and make him a permanent citizen. A live town provides play grounds for its children and attractive parks for all its people.

A live town takes an interest in the agricultural community surrounding it, and the business men keep in close touch with the farmers and their needs. They maintain adequate shelter for the farmers' teams when they come to town, and frequently provide a rest room for reading and writing, and their families can sit down and make themselves comfortable for a few moments during the heat of the day.

This progressive town also has one or two training grounds where horses and other animals can quench their thirst. It also provides bathing facilities for its own citizens, and a public market place where farmers can bring their produce and other goods for sale to the citizens themselves.

A Word About Hotels.
A real live town will not be imposed upon by poor hotel facilities. One of the best hotels in one of our leading cities has been built by a corporation composed of the citizens themselves in order to provide decent accommodations for the stranger within its gates. There are comparative few live towns in the South under ten thousand population that have hotels that could be properly considered as one of the best advertisements that a town can have, and a poor hotel is one that ought to be remedied. I find that only one-half of the newcomers that are coming down comment unfavorably on the hotel accommodations. There is nothing on earth that will discourage and disgust a stranger quicker than a hard, uncomfortable bed, in unclean, disagreeable surroundings, accompanied by an indigestible meal, and there is no other thing that will create a more favorable impression, than an attractive hotel, with bright, airy, well furnished and well carpeted rooms, clean, comfortable beds and good palatable meals, well cooked and attractive. I never, and I never intend to, maintain a hotel, but I believe that one of the best advertisements that a town can have, and a poor hotel is one of the most serious drawbacks that a town can be afflicted with.

Good Work For Good Women.
I have never yet seen a live town, progressive town that did not have wide-awake, intelligent, energetic, progressive women prominently identified with all movements for the town's welfare. The good women of America have a wider influence in these matters than the men, and almost every successful town has been successfully carried out for civic development, has been largely indebted to the women for its advancement. I believe in women's clubs, because they have a great field for accomplishment. They can lead the way in the matter of public grounds, parks, and libraries, and can do much to improve the town's appearance, and many other matters in which they are vitally interested. I believe that in the town in which I live the women have been very largely responsible for the civic improvement that has taken place in the last few years. Few towns or cities in the South take any particular interest in providing adequate recreation facilities for their young people. This is a mistake, and is one reason why the young people of the South are so restless. A more attractive environment that is found in many Northern and Western towns and cities. It is the custom in the West for a town to provide itself, not only with parks, but with a summer camp or Chautauque grounds where the residents of the town can meet with those from the country for a summer outing or camping, with the privilege of listening to the best speakers that can be obtained by the summer Chautauque, and in addition to have the privilege of bathing, tennis, etc. There are not a few of these Chautauque camps maintained by Western towns and almost every one of them has all the facilities of an up-to-date summer resort. It is a combined recreation and educational institution and is a vital factor in putting the people themselves on a higher plane, socially, morally, mentally and physically.

A Helping Hand Is Offered.
Like a community that is never satisfied with its achievements, but is always striving to become greater and better than it is, I like an environment that is replete with activity, enterprise, energy and hospitality. I like to do all that I can consistently to encourage and help those who want to improve themselves, and if the good people of any Virginia town or city are really interested in accomplishing something more effective along any of the lines I have enumerated, I will be only too glad to give them the benefit of my own information and assistance in the way of the necessary catalog, a number of attractive catalogues, illustrating modern lighting systems, play ground appliances, vases, statuary, fountains, etc. for the embellishment of parks.

I have a very efficient landscape architect at hand, and a good friend, Patrick Lee, and if the people of any town along our lines will get together and formulate some plans for the development I have been talking about, I will be glad to visit them with Mr. Lee and assist in carrying out their desires.

I am frequently importuned by towns to send them manufacturing plants or industrial enterprises. Some of them make these requests, evidently for the idea that all that is required is for us to reach out from a large stock which is kept continually on hand, and pass it over to them. It has been my experience that something like this policy of the successful enterprises are promoted and maintained by the citizens of the town and cities in which they are located. Sometimes a valuable institution is secured from



Types of Suburban Homes About Lynchburg.

out the territory, but oftener than otherwise, the outsider who has a plant that he is willing to locate elsewhere is simply looking for the biggest bid that he can get, and in many instances is endeavoring to work off a lot of junk machinery and equipment on a community that is compelled to put up good money in exchange for material that in the very nature of things handicaps the operation, if it does not end in complete failure. The enterprising town as a rule establishes its own manufacturing on a small scale, carefully feeling their way and letting profits decide whether or not to increase the capacity.

Commercial Associations.
The enterprising town maintains a commercial club or business men's association which is always prepared to give prompt attention to all inquiries and to extend information to those who desire it. It issues some literature, but only of the most artistic character. It is always better to put money into high grade color, high tone, and artistic arrangement rather than quantity.

I have outlined a number of the characteristics of a live, wide-awake, progressive town. The dead town is conspicuous by the lack of these same characteristics.

It seems to me that one of the greatest privileges in life is the opportunity of helping others to make life more attractive for them and those who surround them. When that sentiment permeates a community, then the community is bound to develop and become more attractive from day to day. When a community is cursed by a large number of tight-wads, who care nothing for the improvement of conditions generally, and are only interested in their own little selfish ends, selfish existence, then that community is a good place for red-blooded, twentieth century people to stay away from, or to leave if they have already located there.

LOVELY VALLEY OF THE MATTAPONY

(Continued From First Page.)

home facilities, etc., to take care of the increasing traffic of the line. This line makes connection at West Point with the Chesapeake Steamship Company and Southern Railway, thereby furnishing an outlet for the people to the markets of the world.

The Beautiful Valley.

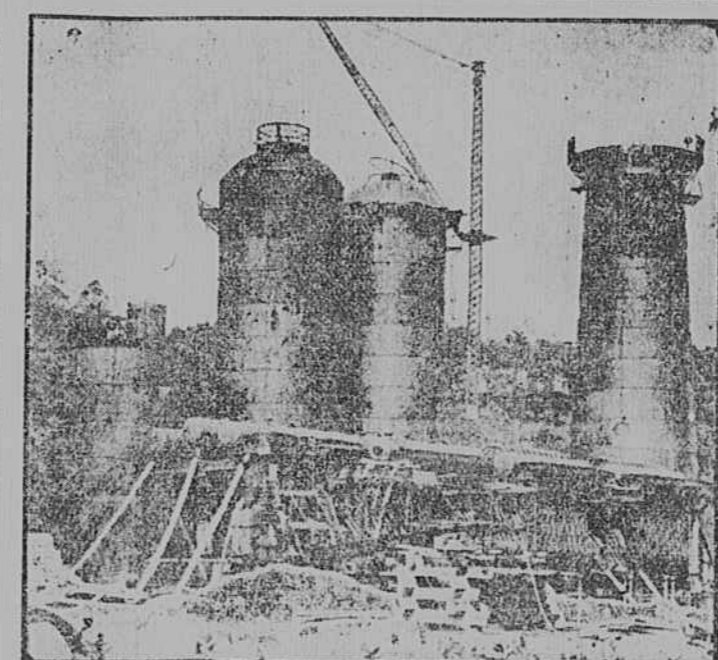
The Mattaponi Valley is that portion of land between the Rappahannock and the Pamunkey Rivers, with the Mattaponi River running through it, navigable from West Point to the mouth of the river and Queen County, King and Queen lies on the northern shore, while King William is on the southern, being taken from King and Queen and organized as a county in 1761. The wide river, and running through the valley, has comprised within the limits of the Mattaponi Valley attracted the attention of the early settlers, many of whom had sufficient influence to obtain extensive grants of land and located their homes on the banks of the Mattaponi and Pamunkey Rivers. Many of the titles of land in this valley are held by descendants of the original grantees, and the ownership has been confined to their own families. The valley is noted for the prominence of its old families in the history of the State, and has furnished a noble line of men and women who have served on a glorious inheritance, fallen to provide the material to perpetuate it.

Distinguished not alone for valor whenever duty called them to war, the people have been foremost in promoting the welfare of the Commonwealth. The advancement of civilization, legislative halls have been the scene of the early settlers, many of whom had sufficient influence to obtain extensive grants of land and located their homes on the banks of the Mattaponi and Pamunkey Rivers. Many of the titles of land in this valley are held by descendants of the original grantees, and the ownership has been confined to their own families. The valley is noted for the prominence of its old families in the history of the State, and has furnished a noble line of men and women who have served on a glorious inheritance, fallen to provide the material to perpetuate it.

Great Men of Other Days.
This valley lay in the path between the Northern Neck and Williamsburg, and George Washington and many noted men frequented the homes and enjoyed the unvarnished hospitality of the citizens. One of the most notable travelers this way on route of the transatlantic journey after having spent a night with his daughter, Mrs. Bernard Moore, better known today as "Kate Spottswood," in her home, "Quebec," on the banks of the Mattaponi River five miles from West Point, is full view today of the steamers that ply up and down the river. Captain Braxton, one of the signers of the Declaration of Independence, lived and was buried here, and his tomb today may be seen by any passer through this valley. In another article on this interesting old valley some of the most interesting old homes will be mentioned.

To those coming to live here the question of health is a matter of prime consideration. The robust person, blooming cheek and incident cheerfulness, and in many cases, advanced age of the people, refute the idea that this section is unfavorable to health. Statistics show that the average of life in Eastern Virginia is higher than anywhere else in the country. For some years recently, and it may be now, West Point was rated as the healthiest town in Virginia.

This climate is exempt from the extremes of heat and cold occurring elsewhere. Floods and cyclones, which distress and overwhelm other sections, are unknown here. The character and constituents of the soil vary locally, and occasionally one part of the farm is heavy and sticky and another light, clay, silt and generally prevails. Grass and blue mud are abundant. These have been



\$300,000 Blast Furnace Under Construction at Lynchburg, Showing Only One-Half of Plant.

LYNCHBURG'S WAY HILL CITY GROWTH

(Continued From First Page.)

used upon the lands with marked results. These marls are rich in carbonates of lime, and analyze to 90 per cent pure lime. Animal bones, shells and corals are found in all stages of decomposition, are distributed in large beds of fine white sand are also common.

All Sorts of Products.
Corn, wheat, oats, rye, tobacco, potatoes (Irish and sweet), peas, beans, and occasionally buckwheat, are staple crops. Peanuts and other truck crops are grown successfully. Tobacco raised here will compare well in quality with that grown elsewhere.

Landowners have realized the folly of attempting to cultivate so large an area as was in vogue here in the olden time. Hence much land is on the market at comparatively low prices, sometimes with good dwelling and out-houses included. The hilllands, as well as alluvial and bottom lands, respond easily and well to the hand of improvement, which is to be desired. There are many cases where lands, which under the wasting process of years of unskilled and neglected cultivation had grown barren, have been made to produce and blossom again. It is hardly a question that such lands would do in the hands of the skilled and active agriculturist. These large tracts of land would well-high fill the granaries of Egypt and only await capital and energy. Most vegetables and fruits are raised in abundance in this section. There is probably no section in the South better adapted to the growing of all truck crops than the Mattaponi Valley. The Camery business, where tomatoes and other vegetables and fruits can be grown successfully, and do so, is a most profitable getting their products to the markets offers excellent opportunities to those looking for sites for such industries.

Next week something further must be said about the abundant supply of pure water, lumber, wood, stock, poultry and egg industry, fisheries, bees, crabs, roads, mail facilities and old homes of note.

A GREAT MARKET FOR GOOD TRUCK

(Continued From First Page.)

daughters and the whole family know how to put their hands to the work and are not afraid or ashamed to do any honorable work. I have myself sold from one acre that was not occupied over six months in the year 1900 worth of truck. It is true that we may sometimes have unfavorable seasons, but they come anywhere in the world. Our climate around and about Richmond the whole year around can be broken anywhere on the earth and if a man gets his land up in first class condition he can raise three to four truck crops per year on the same ground just as easily as he can grow one. However, the man who does this must be a man all right and he must not depend on shiftless negro labor or on the new negro, but on the old negro, the one who has been in the country since the first day of the settlement. The darky, I am sorry to say, is not dependable as a trucker. He too often isn't there at the psychological moment and he doesn't care a rap for the land.

Now the question arises where will the right men come from. We can get them if we will and surely we need them. I have had considerable experience and I stand ready at any time to give any good trucker who comes in to try his hand the benefit of my advice upon that successful experience.

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Under an amendment of the charter of the Jefferson Realty Corporation granted the 9th day of March, 1908, the Second Preferred and Common Stock of said corporation were each increased from \$450,000 to \$600,000. 217 shares of stock of each class authorized by said amendment will be offered for sale to the general public at the Bank of Commerce and Trusts, Richmond, Virginia, for ten days beginning August 16, 1912, and ending August 26, 1912, at the price of ninety dollars (\$90.00) for each share of the Second Preferred Stock and twenty dollars (\$20.00) for each share of the Common Stock, each purchaser of the Second Preferred Stock to take an equal number of shares of the Common Stock and no purchaser to take less than one share of each class.

The Board of Directors have ordered that all subscriptions for stock made in accordance with the above notice must be paid for on or before the 26th day of August, 1912.

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Commerce attended the conference and the banquet. There were interesting and spirited talks, they had a banquet and a good time and crowned the occasion by organizing a co-operative board, composed of delegates from the county and from the Chamber of Commerce and that board will raise money from available sources and spend it for the betterment of conditions in the rural districts of the section surrounding Lynchburg.

It is the kind of work done by the Lynchburg Chamber of Commerce that is focused in the eyes of the South on the Hill City and caused the Governor of Virginia, Hon. William Hodges Mann, to write to them, saying, "I look upon your Chamber as one of the most enterprising and efficient in the State and have no hesitation in calling on its officers for any help I may need in advancing the agricultural interests of the State. I am sure that success will attend efforts so wisely made."

The People Co-operate.

Knowing about the splendid co-operation that is true of the people with the Chamber of Commerce in Richmond, I have been making some inquiry to see how this spirit prevails in other Virginia communities. The secretary of the Lynchburg Chamber tells me that as a rule the membership of the Chamber of Commerce and that board will raise money from available sources and spend it for the betterment of conditions in the rural districts of the section surrounding Lynchburg.

John P. Pettyjohn, a strong, vigorous business man, is the president of the Lynchburg Chamber of Commerce and Editor H. Mayfield, a former Richmonder, is the business manager. Such in brief is the story of two years' progress of Lynchburg, the city of hills, and it is a vigorous and substantial development.

Only last week the Chamber brought together at a conference all the members of the boards of Supervisors of Amherst, Bedford, Campbell, Halifax, Appomattox, and Nelson Counties to discuss the best plan to do to build up Richmond, Virginia, as a unit to get together, city and country, and pull together and do things. The county editors, the supervisors, railroad industrial agents and the directors of the Chamber of

out increasing the acreage now used or adding sensibly to the work of its farms. It is buying hundreds of tons of bushels of grain from the West, millions of dollars of pork, bacon and beef, millions of dollars of butter and eggs, and even chickens. No section in the world of

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ters greater opportunities for intelligent, skillful dairying, for poultry business, for trucking and for providing in general all the supplies needed for foodstuff. If every chamber of commerce or board of trade or other commercial organization of the whole South would intelligently take hold of this situation as Spartanburg has done, of corn growing, it would achieve more for its individual city growth than nine-tenths of the work that is now being done. The gospel of paint, the gospel of increased food supplies raised at home, the gospel of more efficiency in agricultural work as well as in the factory centers should be ceaselessly proclaimed by every commercial organization in the South. Some times this preaching will fall on deaf ears, but so does all preaching, but sooner or later many will be saved, and the redemption of the South from inefficient agricultural work to the highest efficiency will make this section blossom as a veritable "Garden of Eden."

AWFUL DRAINAGE FROM DOWN SOUTH

(Continued From First Page.)

out increasing the acreage now used or adding sensibly to the work of its farms. It is buying hundreds of tons of bushels of grain from the West, millions of dollars of pork, bacon and beef, millions of dollars of butter and eggs, and even chickens. No section in the world of